

RESPONSE
SN 09/973,083
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OCT 17 2007

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant: **Hendricks et al.**

Case: **SEDN/5205**

Serial No.: **09/973,083**

Filed: **October 10, 2001**

Examiner: **Shepard, Justin E.**

Group Art Unit: **2623**

Confirmation No: **5151**

Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION
DELIVERY SYSTEMS**

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

| | |
|--|------------------|
| CERTIFICATE OF MAILING OR TRANSMISSION | |
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below. | |
| 10-17-07 | <i>C. Wilson</i> |
| Date | C. Wilson |

RESPONSE UNDER 37 C.F.R. §1.111

SIR:

In response to the non-final Office Action mailed July 17, 2007, please enter this response and consider the claims pending in the application for the reasons discussed below.

In the event that an extension of time is required for this response to be considered timely, and a petition therefor does not otherwise accompany this response, any necessary extension of time is hereby petitioned for.

The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.

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